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Wine Industry
Mergers &
Acquisitions

Bill Price Purchases 138-acre Gap's Crown Vineyard in Sonoma Coast AVA

Bill Price, proprietor of Classic Wines, LLC and Price Family Vineyards, LLC, yesterday announced the acquisition of the 138-acre Gap's Crown vineyard located in the Sonoma Coast AVA. Planted to 106 acres of Pinot Noir and 32 acres of Chardonnay, the vineyard has been a source for well-known producers including Kosta Browne Winery, Paul Hobbs and Patz & Hall. Zepponi & Company, the global wine industry mergers and acquisitions advisory firm, served as the exclusive financial advisor to the seller's management firm, GI Partners, and negotiated the sale to Gap's Crown LLC, which was recently formed by Bill Price.



Zepponi & Company is the largest mergers and acquisitions advisory firm dedicated exclusively to the global wine industry. Headquartered in Santa Rosa, California, the firm's three principals, Mario Zepponi, Matt Franklin and Joe Ciatti, are established wine industry veterans, with expertise in strategic transaction analysis, valuations and creativity in structuring complex transactions. Zepponi & Company has served as advisor on numerous transactions involving ultra-premium and luxury wine brands, estate wineries and vineyards, including Chalk Hill Estate, Diageo Chateau & Estate Wines, Kendall Jackson Wine Estates, Four Vines, Langtry Estate & Vineyards, Kuleto Estate and F. Korbel & Bros. For more information, please visit www.zepponi.com.